

STRATEGIC RESEARCH FOR NICHE MARKET

ABOUT COLLINS RESEARCH INC. Collins Research Inc. dba Flame Boss, located in Orlando, FL, is a family owned business with 13 full-time employees. Flame Boss manufactures smart devices and items for the Internet of Things (IoT). The company's first product is a temperature controller for charcoal grills and smokers.

THE CHALLENGE. Flame Boss had marketing challenges related to their niche product. Finding the resources necessary to reach consumers in that market was a challenge. Senior management needed to better understand the market, including competitors and potential customers.

MEP CENTER'S ROLE. As part of GrowFL's work to support manufacturers through FloridaMakes, GrowFL provided Flame Boss with information pertaining to market size, competition, potential customers and leads. The market data justified further investment, which resulted in increased sales. Credible growth projections, based on the research provided, were used to secure an SBA loan.

"Everyone was very professional and capable and were careful to understand our unique market. We certainly got more information than we'd be able to gather on our own."

-Michael Collins, Owner and CEO

RESULTS



\$334,000 in new investment



\$800,000 in increased/retained sales



10 in new or retained jobs

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